

**Amendments to the Specification:**

[0031] The present invention contemplates systems and methods of utilizing communications networks and ~~[[product]] recommendation~~ation~~[[ing]]~~ processing operating on multivariate data characterizing consumers and products ~~to predict product use effects or recommend products from a predefined population of commercially available products.~~ The processing capability of the invention is based on intelligence contained in the processing computation design and algorithms. ~~[[and t]]~~The data ~~[[input,]]~~ comprises subjective and/or objective product information received from consumers or input to the system as part of its initial setup and characterization of consumers that allows finding commonalties among the consumers in terms of similar requirements or responses. In one embodiment of the invention the data processing portion of the system receives input from consumers via the Internet. The output(s) of the system comprise sets of products that it predicts the consumer will prefer and/or perform well for the problem or concern identified by the consumer. ~~The performance and preference predictions are a function of consumer problems and product responsiveness patterns.~~ Objective product information is generally obtained with diagnostic instruments that measure parameters having scientific relationship to human concerns regarding a target substrate and/or that correlate with subjective performance assessments. Data measured with the diagnostic instruments may be communicated to the data processing portions of the invention via the Internet. The diagnostic instruments may be interfaced directly to the Internet. The outputs of the data processing portion of the system, the product recommendations and/or ancillary information, may be presented to consumers via the Internet as well.